

Marketing on the www

How to Reach Out for New Business

Annie Ellicott

March 2005

Today's Game Plan

- Online Branding Challenges
- How You Can Use the Web to Learn About Customers
- Online Branding: Identity and Messaging
- Successful Online Marketing Approaches: Research and Tips
 - Site design
 - SEO, Online Advertising and Paid listings
 - Email Marketing
 - Online Promotions
- Measuring ROI

- “*Affordable Results*”
- 20 years of marketing experience across multiple categories
 - McKinsey & Co, Walt Disney, Levi Strauss & Co, Women.com
- Experienced network of talent
- Solid track record and references
 - “Creative and analytical, results oriented, listens well, flexible and adaptable, tenacious”

leapup
MARKETING SOLUTIONS



Why are you here?

“How should I be allocating my marketing spend between online vs offline vehicles?”

“How can I better manage my campaigns?”

“How much should I be spending on search vs other forms of online advertising?”

“How do I know I have been successful?”

US Internet Users and Consumers Who Say Online Marketing Has Influenced Their Brand Opinions, 2003 (as a % of respondents)

Online adults

45%

All consumers

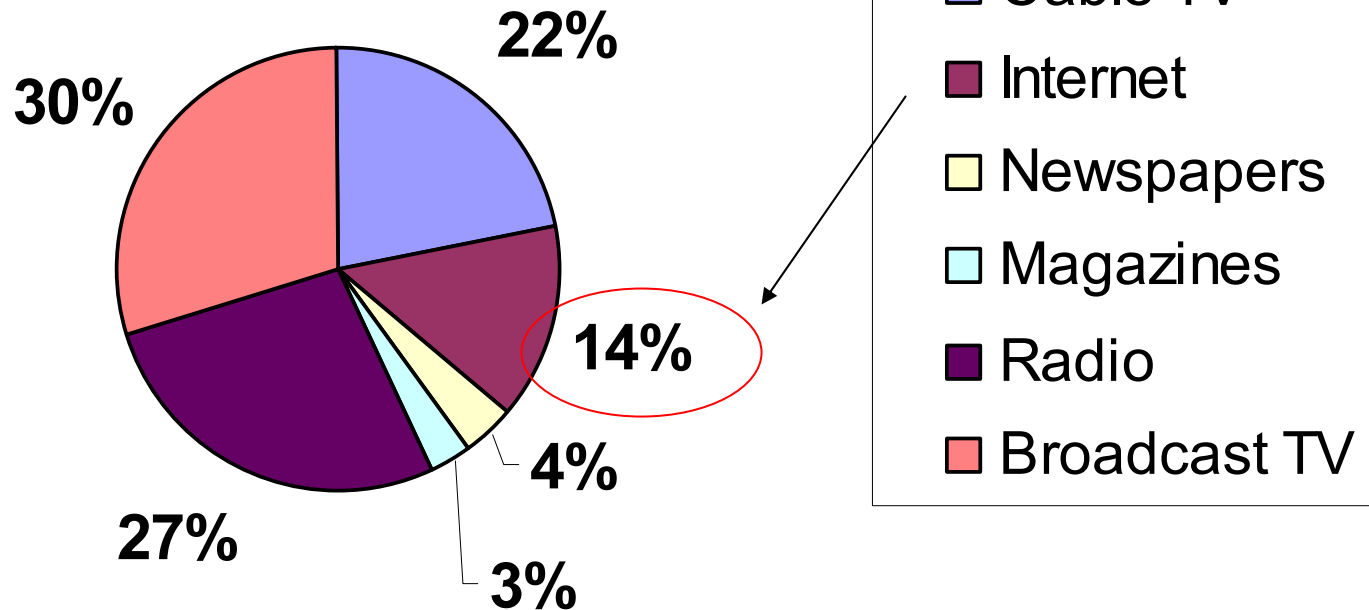
25%



Note: Respondents said their opinion had changed for one or more of the ten common product categories covered by the survey
Source: The Dieringer Research Group, September 2003

Internet: 4th Most Used Media

Consumer Use by Media Type

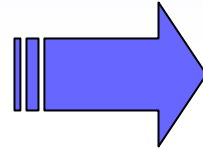


Www Impact on Consumers

“45% of online consumers report that online information changed their brand perceptions”

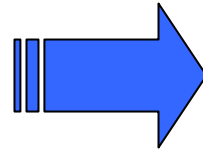
Most impacted category....TRAVEL

■ Limited barriers to entry online



– Comparisons are easier...and harder

■ Behavioral changes

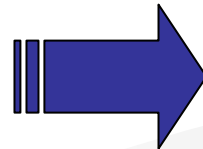


– Information processing

– “One click away” risk

– Clickpaths

■ A merchandising leap forward



– Price sensitivity and value shopping

– Depth, multi-faceted involvement, interactivity

The Interactive Brand

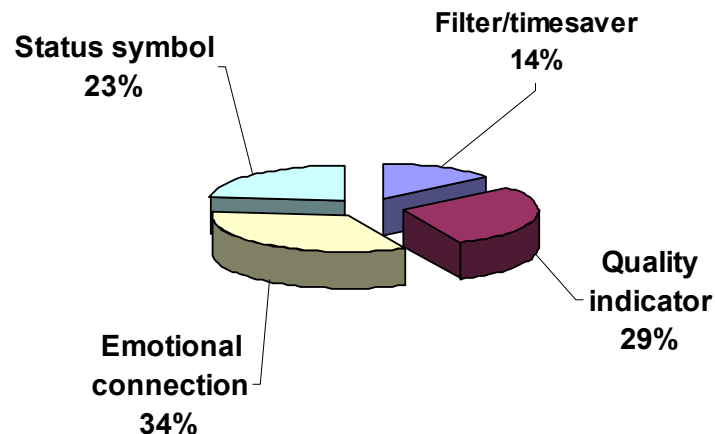
Traditional Brands

- Communicated TO the customer
- Informative
- Carefully crafted and supported

Interactive Brands

- Participatory
- Emotive
- Evolved

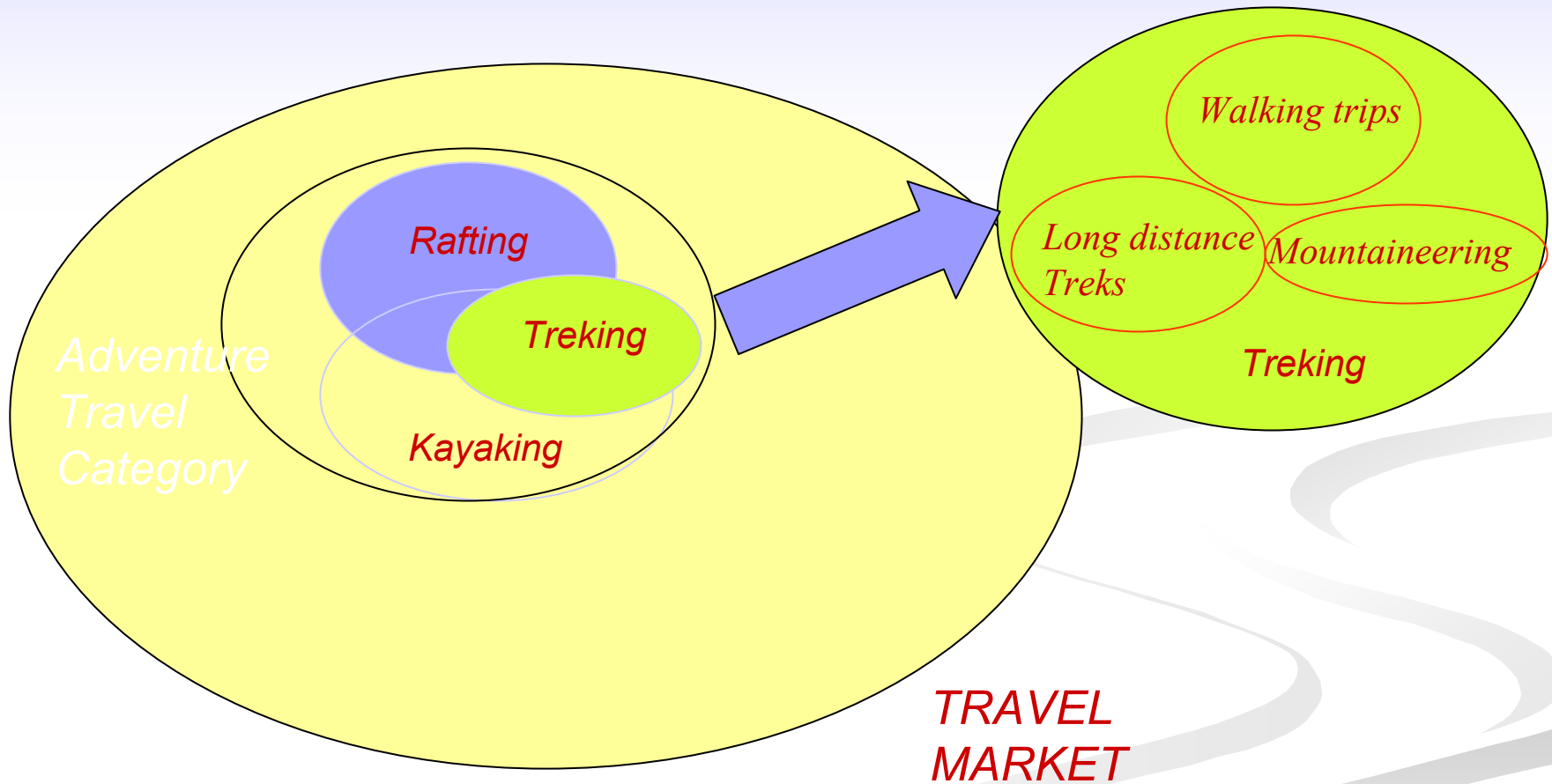
Yankelovich Monitor: Role of Brand



6 Online Branding Challenges

- Sizing target markets
- Identifying actionable consumer segments
- Establishing a differentiated position
- Reaching your consumer segments
- Consistency across touchpoints
- Moving clients from “sticky” to “loyal”

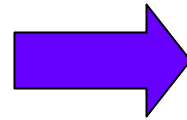
Sizing the Market



Identifying Consumer Segments

- Relevant benefits
- Attitudes and motivational drivers
- Information sources/ buying behavior
- Profitability

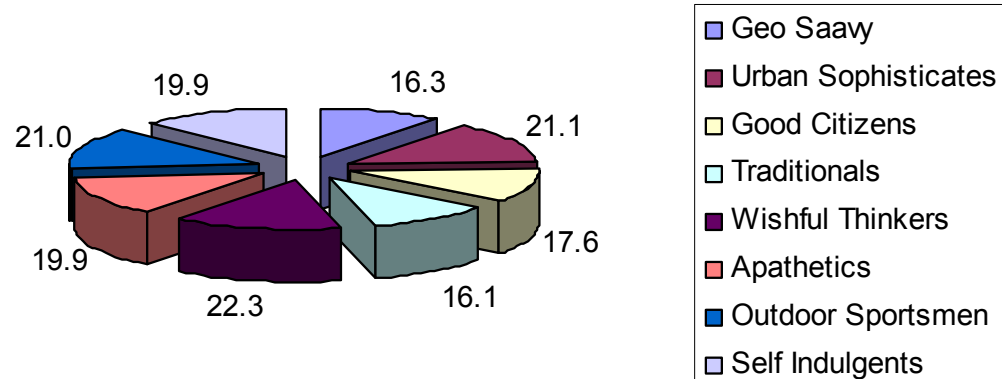
Broad Target Market



Actionable Segments

Baby Boomers

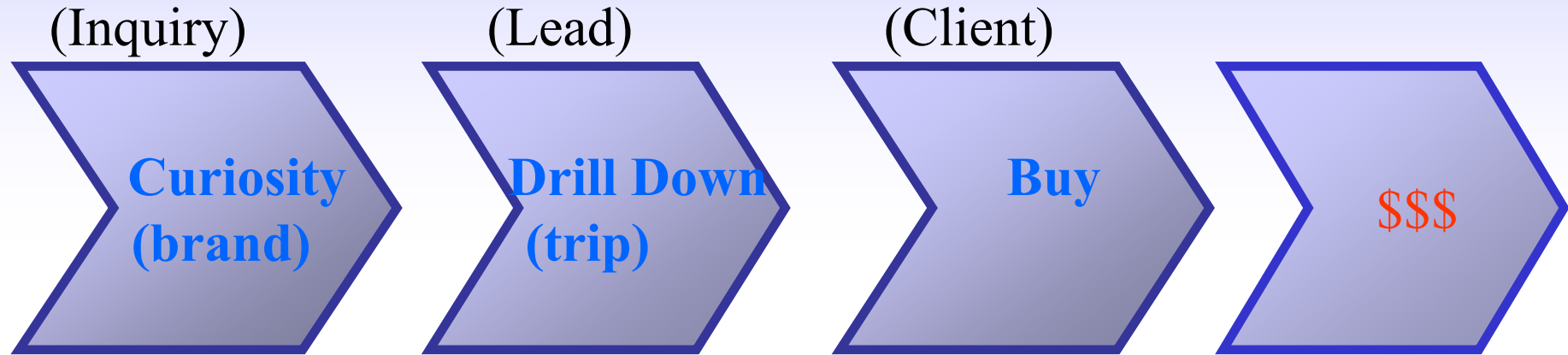
TIA/National Geo Trav Geotourist Profiles



Customer Tracking

- **RFM** : quantitatively identify your best customers
 - how recently a customer has purchased (Recency)
 - how often he purchases (Frequency)
 - how much he spends (Monetary).
- Asking for information
- Clickstream log analysis software
- Database architecture
- Information vs data

Using Consumer Touchpoints



- **www Search**
- **Email**
- **“Trusted sites”**
- **Referral Agents**
- **Directories**
- **Online sponsorships**
- **Online promotions**

- **Site design**
 - **Sitemap/usability**
 - **Messaging**
 - **Merchandising**
 - **Calls to action**
 - **Search function**
 - **Links**
- **Email collateral**

- **Registration process**
- **Database structure**
- **Landing pages**
- **Reactivation plan**
- **Feedback loops**

Targeting Strategies

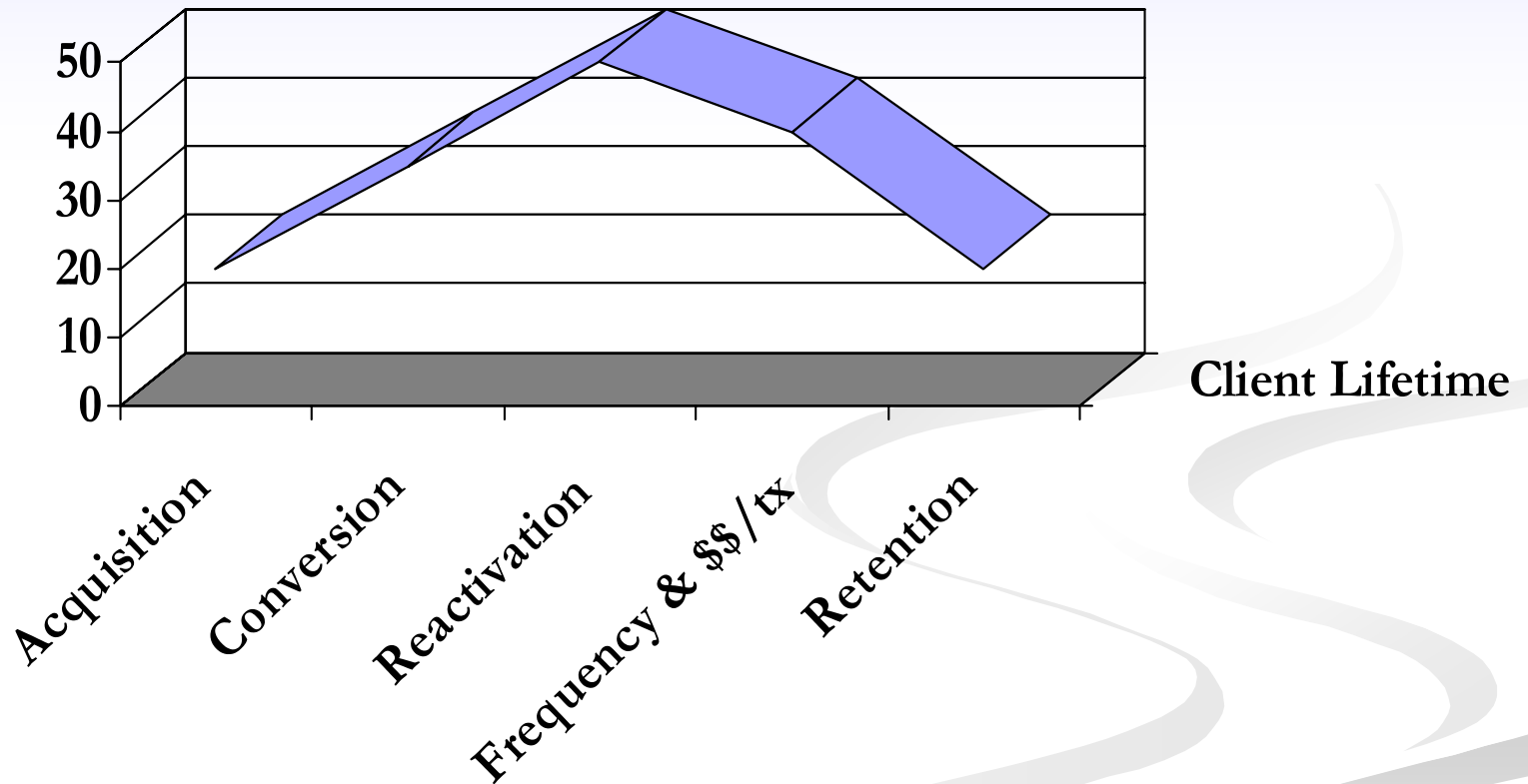
■ Offline

- Sponsorships of trusted brands, events
- Affinity/referral relationship building
- Comarketing with relevant partners

■ Online

- SEO: Search engine optimization
- Niche directories and communities
- Email marketing to targeted lists
- Community content and interactivity

Driving Customer Value

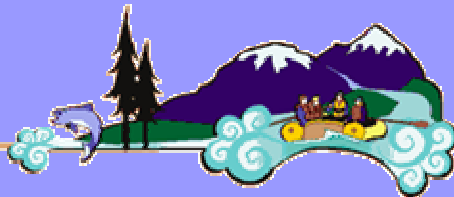


Consistency: Developing a System

- Corporate Identity (logo, tag, claims)
- Brand Positioning (value differentiation)
- Messaging strategy
 - Content
 - Platform
 - Frequency
- Brand look and feel
- Personality
 - Values/Perspective/Energy/Attitude

Case Example: Corporate Identity

Before:



After:




“ Leading through experience, from protected lands through wildlife adventures, your inspirational guide to wild Alaska”

Messaging for Consistency

[CHOOSE YOUR TRIP](#) [ALASKA MAP](#) [WHY US](#) [PREPARE TO GO](#) [RESERVATIONS](#)

[TRIP SPECIALS](#) | [NEWSLETTER SIGNUP](#) | [REQUEST A CATALOG](#) | [PHOTO GALLERY](#) | [FUN STUFF](#) | [CONTACT US](#) | 1-800-334-8730



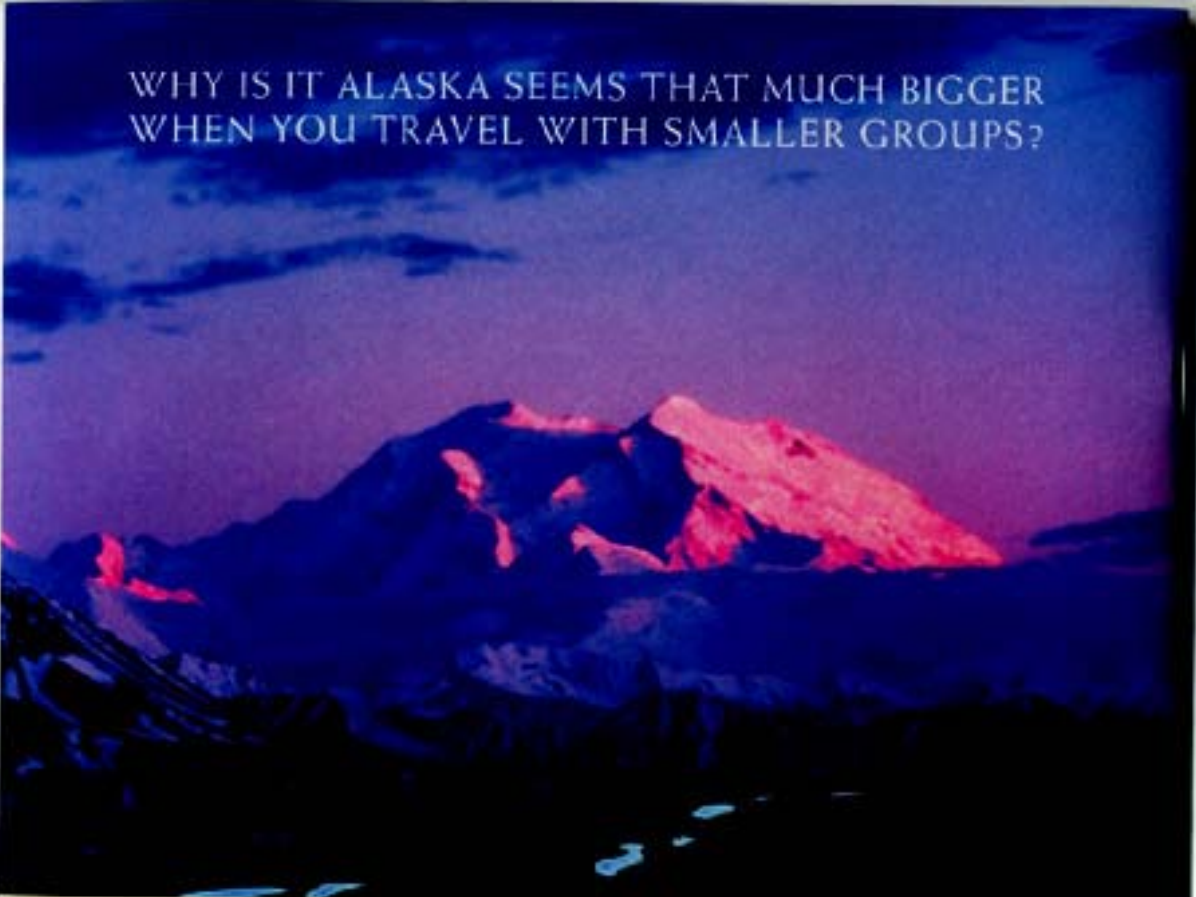
EXPLORE AMERICA'S LAST GREAT WILD PLACE.

TWENTY-EIGHT YEARS AGO, WE CAME TO ALASKA AND NEVER LEFT. We founded Alaska Wildland Adventures with the goal of sharing the Alaska wilderness and Alaska's wildlife with a few people who wanted a high quality, "true Alaska" vacation without compromising comfortable accommodations. Today, we are proud to continue this tradition as Alaska's leader in wilderness lodge based trips.

Whether you seek a week of hiking and relaxing at a backcountry lodge in Denali National Park and on the Kenai Peninsula, a few days of adventure to add to an Alaska cruise, or a day of sport fishing and rafting on the

OUR BELIEFS

- There's no substitute for experience.
- Our guides are more than guides, they're our most important asset.
- No need to ever sacrifice your comfort.
- Smaller groups mean a bigger experience.



WHY IS IT ALASKA SEEMS THAT MUCH BIGGER
WHEN YOU TRAVEL WITH SMALLER GROUPS?

AWA BELIEF #4: SMALLER GROUPS MEAN A BIGGER EXPERIENCE. At Alaska Wildland Adventures, we pride ourselves in maintaining the "smaller is better" philosophy in sharing with you the wonders of Alaska's Kenai Peninsula, Denali National Park, and the expanses in between. If you are seeking rich experiences in this expansive place we call Alaska, think small. Small groups, small boats, small lodges. Your rewards for taking the path less traveled? More wildlife. More hospitality. More insight. More authenticity. More friends. More memories. And many, many more smiles.

BOOK EARLY! RESERVE YOUR SPOT BY CALLING US TOLL-FREE AT 1-800-334-8730



June and July's record warm temperatures means August's berries will be amazing!

It's not too late to visit Alaska this summer with Alaska Wildland Adventures!

For over 25 years, Alaska Wildland Adventures has been guiding wilderness trips for wildlife enthusiasts in the Kenai Wildlife Refuge, Chugach National Forest and Denali National Park.




AWA continues to offer the most adventure trip departures in Southcentral Alaska from independent and custom itineraries to all-inclusive and guided trips. Come find out why traveling with smaller groups means a bigger experience for you and your family.

Late August and September are the photographer's favorite time to be here because of the striking autumn colors, the wildlife have grown their winter "coats," and there's always the chance of seeing the Northern Lights.

Now is a great time to visit Alaska - America's last great place.

Speak to the Audience



"The Grand Dame" of Women's Adventure Travel Since 1982





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Sign Up for our [Email Newsletter](#)

800-804-8686

> [2005 Trip Calendar](#)

2005 Vacations For Women Domestic



SEE THE WORLD WITH ADVENTUREWOMEN

AdventureWomen, Inc. has been a pioneer in women's vacations and adventure travel since 1982. The oldest adventure travel

FEATURED ADVENTURE

Mexico's Colonial Cities—
A Winter Mini-Break

Speak to the Audience

[Reserve Now ▶](#)

- Why Noah's Ark
- Special Offers
- Photo Tours
- About Colorado

- Arkansas River Rafting
- Backpacking/Hiking
- Rock Climbing
- Canoeing
- Fishing

Adventure Packages

- For Families 
- Group Adventures 
- For Ministries 





BROWN'S CANYON RAFTING ▶



BACKCOUNTRY ADVENTURES ▶

COLORADO WHITE WATER RAFTING AND BACKCOUNTRY ADVENTURES

Since 1983, Noah's Ark Whitewater Rafting Co has been offering our guests top quality Arkansas River rafting, canoeing on the Gunnison River and hiking and camping vacations in the Rocky Mountains. Now the largest white water rafting & backcountry adventure company in Colorado, our goal has always been to provide guests with unforgettable Colorado outdoor adventures. We are truly rewarded as so many families, youth groups and mission trips continue to come back to adventure with us, year after year.

Tone and Voice

HOME CHOOSE YOUR TRIP ALASKA MAP WHY US PREPARE TO GO RESERVATIONS

TRIP SPECIALS | NEWSLETTER SIGNUP | REQUEST A CATALOG | PHOTO GALLERY | FUN STUFF | CONTACT US | 1-800-334-8730

Letter from Kirk Hoessle

Dear Alaska Traveler;

Twenty-eight years ago, we started Alaska Wildland Adventures with a goal of sharing Alaska's wilderness with a few people who wanted a high-quality, true Alaska vacation experience without compromising comfortable accommodations. Today, we are proud to continue this tradition as Alaska's leader in soft adventure trips.

Top Ten Reasons Why

Company Background

- › Our Company History
- › Our Values and Beliefs
- › Other Guiding Principles

TWENTY-EIGHT YEARS AGO, 1
We founded Alaska Wil
of sharing the Alaska v
with a few people who
Alaska" vacation witho
accommodations. Toda

Commitment to Ecotourism

- › Our Environmental Commitment
- › Our Financial Contribution
- › Company Awards and Honors

Invite Participation



 **Alaska Wildland Adventures**

HOME CHOOSE YOUR TRIP ALASKA MAP WHY US PREPARE TO GO RESERVATIONS

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Common Questions

Helpful Links

What to Pack

Recommended Reading

Call Us With Questions

Answers For Parents

What Inquiring Parents Usually Want to Know About Our Family Trips

- **Family Time:**
Each day will have downtime to allow you to spend time together as a family group. Our Family Trips are designed for parents and guardians who want to spend virtually every moment of their vacation with their children, to learn and play together, and together experience the wonders of the last frontier.
- **Safety:**
Without a doubt, the safety of all our trip participants is top priority. Your Trip Leader will be giving your group a Safety Briefing during Orientation on your first night at the Kenai Riverside Lodge. While we cannot predict everything, we will do our best to present the group with safe, supervised and enjoyable activities for the whole family.
- **Hiking:**
Our hikes are "casual" in terms of elevation gain and difficulty. We take a stop-and-smell-the-roses approach to family hikes, where the Trip Leaders create activities for the children to keep them learning and interested, while also presenting information that is interesting for adults, too.
- **Scenic River Float:**
The Kenai River is a Class II river experience, on a scale of I to V. This scenic river float trip is two hours in duration, and travels through the very upper stretch of the Kenai River watershed, allowing us to view the Kenai National Wildlife Refuge from a unique point of

SPECIAL OFFERS FROM US TO YOU ▶ GO

PLAY OUR ALASKA TRIVIA GAME ▶ GO

Successful Online Marketing Approaches

- Site Design
- Search Optimization
- Online Advertising
- Email Marketing do's and don'ts
- Online Promotions: why and how

Site Design Tips

- **Usability is #1**
- **Communication is #2**
 - Keep it simple: navigation, visuals, body content
 - Answer top 3 questions upfront (what product, why purchase (benefits), how to order)
 - Godin: “Expected, Valuable, Relevant”
- **Tell a story: use merchandising potential**
 - Headlines
 - Imagery
 - Depth

Case Study: Design for Usability



- Navigation
- 8+ colors; colorblocking; flash; no visuals
- Layout issues
- Too many messages
- No compelling calls to action

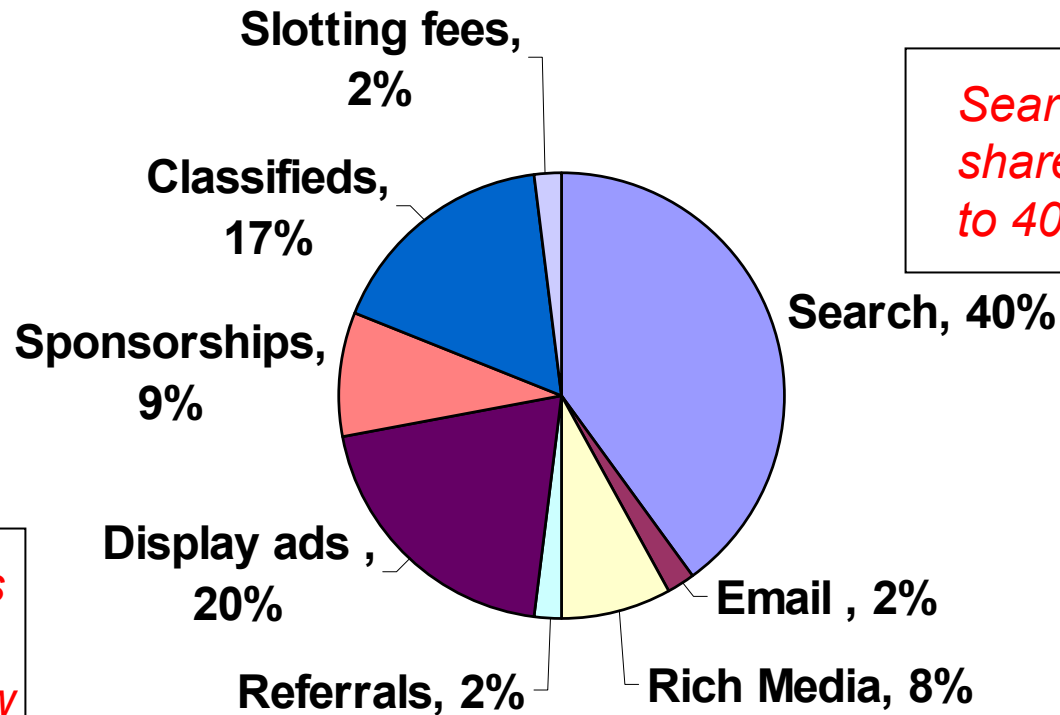
Case Study: Design for Usability

- Color palette:
 - Complementary
 - Blocking/use of space
- Layout
 - Easy navigation
 - Magazine/News
 - Messaging
 - Clear, fewer
 - Calls to action: clear



Online Advertising Market

Q2 2004:



*Search grows
share from 31%
to 40%*

*Display ads
decline but
dollars grow
by +30%*

IAB/Price WaterHouseCoopers, September 2004

Online Ad Pricing Models

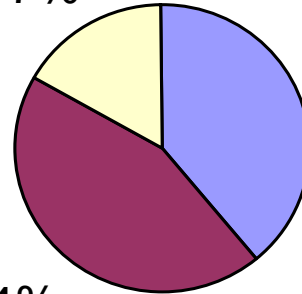
Hybrid, 17%

Pay For
Performance,
39%

CPM, 44%

*Pay-for-
performance
increases*

*CPM deals
continue decline*



IAB/Price WaterHouseCoopers, September 2004

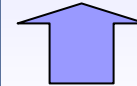
The Scoop on Search

- **Biggest opportunity** for “share of voice” and “share of mind”
 - **Most targeted and cost efficient**
 - **Easiest to test and measure**
- Source of 9.3% of online retail sales (*DoubleClick, E-Commerce Report, Q3 2004*)
- Spending will double to \$5.5 billion by 2009
- Growth rate is slowing:
 - +63% (2003), +30% (2004)...+11% (2009)
- Average click price expected to rise +62% from \$0.29 to \$0.47 by 2009 (*Jupiter Research*)

Traffic to the 13 top comparison-shopping sites rose 22 percent for the week ending Nov. 20 versus last year with **50 percent of the sites' traffic originating from search engines**. (Hitwise, November 24, 2004)

Search Engines: Market Share

Search Engine Global Usage Share				
Property	May 2004	Nov. 2003	May 2003	Jan. 2003
Google	56.4 %	56.1 %	55.2 %	54.7 %
Yahoo!	21.1 %	21.5 %	21.7 %	22.1 %
MSN Search	9.2 %	9.4 %	9.6 %	9.5 %
AOL Search	3.8 %	3.7 %	3.8 %	3.7 %
Terra Lycos	2.0 %	2.3 %	2.6 %	2.8 %
Altavista	1.7 %	1.9 %	2.2 %	2.5 %
Ask Jeeves	1.7 %	1.6 %	1.5 %	1.5 %
Source: OneStat				



Tier 2 Engines:

FindWhat.com, Enhance.com, Kanoodle.com, Mamma.com,
EPilot.com

Paid vs Organic

- 60.5% of users click on organic vs 39.5% on paid (*iProspect, 2004*)
- 36% of users are unaware of paid listings (*Nielsen, 2003 survey*)

Most Relevant Search Result (Determined by % of Search Engine Users)

Property	Organic	Paid
Google	72.3%	27.7%
Yahoo!	60.8%	39.2%
MSN	28.8%	71.2%
AOL	50%	50%

Source: iProspect, Survey Sampling International, WebSurveyor, and Stratagem Research

- 65% of men prefer organic to paid and 57% of women

- 65% of College-graduates

- 65% of fulltime workers

- 65% of frequent (4+) internet users

(*iProspect, 2004*)

Paid vs Free (Organic) listings

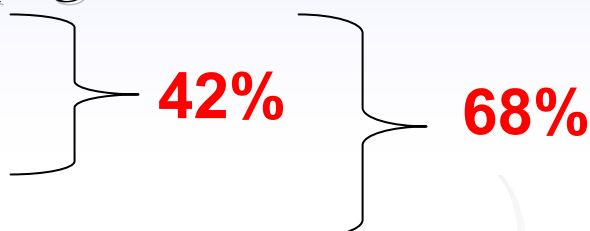
- Free advantages

- Cost
- Volume
- Credibility

- Paid advantages

- Good for:
 - New sites
 - Tight timing situations
- Immediate results
- Can change them on a dime
- Targeted
- Pay for Performance
- Fully Trackable

First page vs third page listings

- Abandonment rates after the first page
 - 23% leave after first few entries
 - +19% after the first page
 - +26% after page 2
 - +15% after page 3

A diagram consisting of two curly braces. The first brace groups the first two items of the list (23% and +19%) and is labeled '42%'. The second brace groups all four items of the list (23%, +19%, +26%, and +15%) and is labeled '68%'. The percentages are in red text.
- Abandonment after page one varies by demographics:
 - 50% (60+ years old)
 - 44% (ages 45-59)
 - 38% (ages 30-44)
 - 44% (women)
 - 38% (men)

iProspect, 2004

Keywords: One word or many?

- The majority of searches are for 3+ keyword phrases (*OneStat, July 2004*)
 - 30% use 2 word phrases
 - 27% use 3 word phrases
 - **17% use 1 word phrase**
 - 15% use 4 word phrases
 - 11% use 5+ word phrases
- 3+ keywords convert better

Keyword Strategy

- Set keyword targets according to where consumer is in buying cycle
- Identify your organic keyword search targets
 - Volume (#) depends on your strategy
 - Pay more attention to what keywords convert vs what your competitors are buying (www.EpicSky.com)
- Lower volume search terms show better conversion traction as SE rank declines

Organic Search Optimization Tips

- Ongoing page optimization (keywords, tags, links)
- Use links marketing strategically
 - Links popularity, page rank and reputation
- Optional: Mini-sites and multiple url's
- Newsgroups, press releases, special interest directories
- Management tips:
 - Hire a specialist
 - Give consultants a roadmap
 - Off-the-shelf products that work

Paid Listings - Tips

- Identify your objective
 - Traffic vs conversion vs revenue vs profitability
 - SERP: “Being first” is not your objective!
- Set a budget (max CPC for a given ROI) and monitor
 - Invest in a bid-management tool (Bid Rank, Atlas One Point, Send Traffic, Did It, Overture Marketing Console)
- Test, test, test (messaging, placements, creative)
 - 90 day tests with multiple ads and landing pages; A/B testing
- Tracking
 - Use tracking codes on your links in Overture and Google to make them stand out in your referring url report
 - Utilize affiliate software to track conversions and sales volumes (replace text link with affiliate code; set up “Overture” or “Google” as your affiliate)
 - Use separate 800# to test offline impact (phone inquiries)

Search: New Directions

- MSN launched new engine in January
 - “Search Builder”, User relevancy (timeliness of content, popularity), Local (country specific queries) “Near me”
- Search is going vertical!
 - Automated Travel Comparison engines (aggregators):
 - SideStep, Kayak, Mobissimo and Yahoo's FareChase, TravelGroove.com, NexTag.com
 - Custom Travel Comparison engines:
 - Smarter Living's BookingBuddy, Travelzoo.com's SuperSearch, TripAdvisor's QuickCheck, OneTime .com
 - Top six travel search engines held a combined **0.42%** share of all traffic to online travel sites (*Hitwise*)

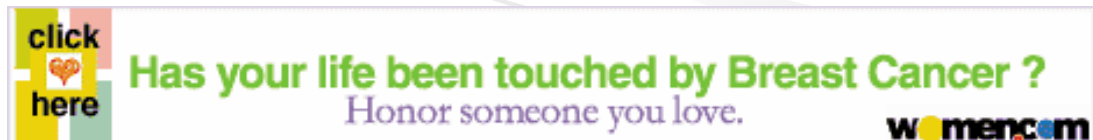
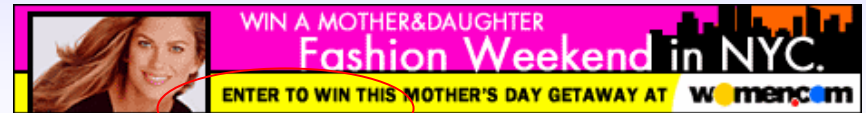
Display Advertising Trends

- Square popups still have highest clickthrough rates
- CTR's are stable but view-throughs may be more important
- Emerging trends
 - Contextual advertising
 - Pop-unders (competitor searches)
 - Rich media (flash, shockwave, video)
 - 37% of ads served
 - 15% growth (Q2 to Q3 '03)
 - 5x click through rate vs non-rich media

leapup
(DoubleClick Q3, 2003)

Online Ad Creative Tips

- Likability vs rationality (messaging)
- Call to action vs image advertising
- Headlines that work
 - Secret
 - Scandal
 - Insider information
 - Tips or Tricks
 - How to win



Media Targeting vs Creative

- 10 week study by Atlas Institute revealed
 - **Conversion rates vary 6x more for media placements than for ad creative**
- Media placements need to take into account both:
 - Total ad impressions
 - AND the percent of site users reached by ad (saturation level)
 - Ad inventory placement locations across site
 - Surfing behavior of users
 - Goal: target optimal frequency level for ad based on site characteristics and the frequency which maximizes profitability

Media Planning Trends

- Conventional online ads are increasingly targeted
 - 62% of the time (content targeting by keyword and keyword indexed pages)
 - Geotargeting is used 4% of the time
 - Dayparting is used only 1% of the time
 - Peak usage: weekends for consumers
- Emerging: Behavioral targeting
 - heavy vs light users
 - loyalists
 - repeat customers

Media Planning Tips

- Diversify your spend:
 - Destination sites
 - Convention and Visitors Bureau
 - Mass merchant (travel e-commerce, agents)
 - Directories (sport/activity, categories, consumer segment)
 - Affiliates and referral networks
 - Lifestyle sites (publishing, portals)
- Niche sites take longer to accumulate reach...must do longer buy vs portal/directory sites

Email Market Update

- Permission-based email metrics show improvement despite concerns about spam
 - Open rates increased Q2 vs Q1 '03 (37.6% to 38.8%)
 - CTR's increased from 7.5% to 8.3% (*DoubleClick, 2003*)
- 43% are receiving travel related emails but 58% are interested in receiving (*DoubleClick Email Marketing Insights 2002*)
- Benchmark response rates for travel category Q3 2003:
 - Opens: 44.5%
 - Bounce-backs: 10.4%
 - Click-throughs: 9.3%

Email Market Update

- Text vs HTML
 - 81% of emails are non-text (44% html, 21% AOL, multipart 16%)
 - HTML has higher CTR's vs text (11.2% vs 5.6%)
- 32% don't have privacy statements on their sites
- 58% using single or double opt in permissions; 22% use opt out only (*Primedia Business Research Survey, 7/2003*)
- Only 21% are renting email lists ; list performance is declining

Email Marketing - Investments

- Invest Time and Money:
 - Copy Editing (Great Subject Lines, headlines)
 - Eye-Moving Design (contrast, blocking, fonts)
 - List Testing
 - Tracking performance
- Don't Over Invest in:
 - Flashy Graphics
 - Personalization
 - Frequency

Email Marketing – Tips

- Set campaign objectives (lifecycle, message/action)
- Segment your list
- Design offers that resonate
- Priority of importance: “From”, Subject line, headline, landing page
- Above the fold bullseye (benefits, offer, call to action)
 - Lead the eye down the page
 - Think brief and “clickable”
 - Add your 800 #
- Polls, quizzes, and surveys increase CTRs

Email Marketing - Tips

- Outsource list management
- Test lists
 - Use a reputable broker
 - CPM's , age of list, number of rentals, opt in conditions
- Pay based on delivery
- Optimal frequency and time of day
- Test, measure, test, measure, test
- Clean your list!
- The future: more filters (Outlook 2003, AOL 9.0)

Online Promotions

- Online promotions: list builders
 - Sweeps versus contests
 - Sales promotions (“Special Offers”)
 - Tie-in partner promotions
 - Viral incentives (clients)
- Themes
 - Sales cycle
 - Occasion driven initiatives
 - Seasonal or Anniversary “events”

Online Promotions: Tips

■ Best Practices

- Define your objective
- Prizes which resonate with consumer segments
- Offline to online integration

■ Get prepared

- Contest rules posted
- Cross sell using icons, newsletters, DM, banners
- Landing page design
- Marketing campaign: promote the promotion

Case Studies: Women.com



March 26

Red Carpet Quiz with Sweeps: Tie in with E! Entertainment

- E! Entertainment produced TV spots driving viewers to real-time quiz on Women.com that went live following the E! Entertainment Oscar's Red Carpet Pre-Show (Joan and Melissa Rivers)
- E! Online and Women.com jointly promoted quiz and sweeps (Hollywood makeover)
- 50% increase in HP traffic; 5k entrants; PR₅₂!

Seasonal Promotions

Mother's Day Dreams Sweeps

- Editorial: “*A Celebration of Motherhood*”

Women.com celebrates every Mom - married, single, working, stay at home, stepmoms, new moms, grandmas

- Promotion: “*Make Your Mom's Dream Come True!*”

Benefit: Help your Mom balance the stress of home and work

- Give the biggest gift of all to mom:

\$5,000 cash prize for the mother's choice of “dream”

- Published details on the site once mom chose how to spend winnings



Case Study: Promoting the Promotion



Contest:

**Best Holiday
Cookie Recipe**

**Grand Prize: Trip to
the Culinary Institute
of America**



(seasonally
relevant)

(prize which was of high interest
to target audience; high value)

Print Ads Drive Entry

- San Francisco Chronicle-Examiner
- Houston Chronicle
- San Antonio Express News
- Albany Times Union

10% of entrants



As a website for women, we know that different women are interested in different things. If you are one of the women who likes to bake, then enter our Hot Cookie Contest. But, if you don't like baking, that's okay. We've got something for you too. So visit us at [women.com](http://www.women.com).
<http://www.women.com/cookiecontest>

women.com™
where women are going™

Cross-Sell Across Your Site

Homepage

The screenshot shows the Women.com homepage layout. On the left is a 'Channels' sidebar with links like Career, Cars, Entertainment, Family, Fashion & Beauty, Fitness, Food, Health & Wellness, Home & Garden, Money, News & Politics, Pregnancy & Baby, Sex & Romance, Shopping, Small Business, Tech & Internet, Travel, and Weddings. The main content area features a date bar for 'Monday, Oct. 16', a news snippet about an abortion issue, a 'Are You Ready to vote?' section with a 'Test your knowledge on health care issues' link, a 'Travel' section with an 'Ask the Travel Expert' link, a 'Sex & Romance' section, a 'Domestic Violence' section, and a 'Sweepstakes' section. The 'Sweepstakes' section is circled in red and contains the text: 'Enter our Cookie Contest and win a trip to Napa!'. Other sections include 'Shopping', 'Great Deals', and 'Great Ideas'.

Sweepstakes

Enter our Cookie Contest and win a trip to Napa!



Free Stuff and Promotions Sections

The screenshot shows the 'Free Stuff & Promotions' section of the Women.com website. It features a 'Join FREE!' banner with a 'Sweepstakes' section circled in red. The 'Sweepstakes' section contains the text: 'Enter our HOT Cookie Contest for a chance to win a week at the Culinary Institute of America in Napa, CA! Ends Nov. 15th'. Below this, it says 'Redbook brings you more Free Stuff! Over 150 prizes awarded - Enter Now! Ends Dec. 31, 2000'. To the right, there are 'Special Women.com Members Offers' and a 'Services & Tools' section with links like Diet Services, Entertainment Talk, Financial Advice, Fitness Tips, Home Decorating, Insurance Quotes, Money Answers, Online Music, Romance Advice, Talk about Pregnancy, Shopping Services, and Caregiving Help. At the bottom right, there is a 'Shopping Specials' section with links like Barnes&Noble.com, Hot reads for fall, and Holiday cooking and...

membership menu

Member Benefits

[Bookmarks Manager](#)
[Chat & Schedule](#)
[Clubs](#)
[Community News](#)
[Financial Services](#)
[Free Stuff](#)
[Interactive Business Plan](#)
[Message Boards](#)
[My Women.com](#)
[Newsletter Central](#)
[Promotions & Sweepstakes](#)
[Recipe File](#)
[Weather Forecast](#)
[Weddings Tools](#)
[My Membership](#)

What's Happening This Week

Members, welcome back to Women.com! This is your place to access all of your free Women.com benefits, get help and hear about our latest membership offerings.

Promotions & Sweepstakes



Send a ScarePackage to your favorite ghost or goblin and receive FREE SHIPPING! Get into the holiday haunt today!

Receive a free umbrella when you create a personalized Auto Finance Quote at YouDecide.com.

Submit your best cookie recipe for a chance to win a week at the Culinary Institute of America in Napa, CA!

Members-only Offers



Newsletter Central: Sign Up for FREE Newsletters!

Redbook brings you more Free Stuff! Over 150 prizes awarded!

Are you a 20-something? If so, enter to win a San Francisco!

Free makeup remover

Membership Area

Email Marketing Calls to Action

Food *In the Kitchen and on the Town*
Food Home | Recipe Finder | Restaurants | Drinks | Cooking School | Food for Thought

the HOT Cookie Contest

TIP |
"Make pie crust ahead of time and freeze it for up to two months, or refrigerate it for up to three days." Our expert solves your culinary conundrums in [The Front Burner](#).

Food News

Women.com Member

Something's Cooking
◀ [The Hot Cookie Contest](#)
• [Talking Turkey](#)
• [Recipe: Apple Pie](#)

CELLAR SPECIALS
GREAT WINES AT AMAZINGLY LOW PRICES
eVINEYARD

Hello Vanessa!
Here's Your Member Newsletter for Tuesday October 17, 2000

women.com
where women are going™

my info | membership central | promotions | community | shopping | horoscope

what's new!
◀ [Hot Cookie Contest](#)
• [Free Daily Horoscopes](#)
• [Are Implants Dangerous?](#)

the HOT Cookie Contest

Hello!
Here's Your Free Stuff & Promotion Wednesday October 18, 2000

women.com
where women are going™

Promotions Home | Membership Central | Horoscopes | Shopping

Free Stuff

[Hot Cookie Contest](#)

Women.com cookie bakers unite! Submit Nov. 15 for a chance to win a week at the in California's beautiful Napa Valley. Roll up baking!

the HOT Cookie Contest

[Cookie Contest](#)

Are you a hot cookie? Prove it! Enter your chance to win a week making pastry at America's gorgeous Napa Valley, California.

FREE stuff & promotions

◀ [Cookie Contest](#)
• [Free Screen Saver!](#)
• [ScarePackages](#)

TRAVEL
Travel Home | Places to Go | Outdoors | Family | Spas & Resorts | Romance | Word of Mouth | Business

Inn Finder

GETAWAY guide
◀ Find a B & B
• Vegas Hot Spots
• Safe Russian Travel
• Deals & Discounts
• Holiday Trips

go-Girl!
enter to win!
Win a trip to San Francisco and meet author Julia Bourland.

Toolkit
• Inn Finder
• Spa Reviews
• Family Vacations
• Restaurant Guide
• Currency Calculator
• Weather

POLL |
Where do you need a massage the most?
☐ Neck and shoulders
☐ Back
☐ Feet
[vote]

EXPERT |
Can you suggest an economical, safe place for my hubby and I to take our first...
Leslie Martin
Spa & Travel Expert

ENTER THE w.women.com
*** HOT ***
Cookie Contest

Travel

leapup

** Examples of html newsletter placements - not all newsletters are represented

Online Advertising to Expand Reach

Off-site Banners:



On site Banners:



Viral Incentives

Viral Marketing results:

- 38% of entrants referred another 60% to the contest
- 44% of referrals clicked through

TELL A FRIEND »



The screenshot shows the 'women.com' website with a breadcrumb trail: 'women.com >> promotions >> COOKIE CONTEST'. The main banner features the 'women.com presents the HOT Cookie *Contest' logo, a woman in a blue dress, a bowl of cookies, and a chef's hat. Below the banner, the text reads: 'Tell your friends about Women.com's Hot Cookie Contest! All you have to do is fill out a message below and you can automatically share this great contest with someone you care about!'. The form includes fields for 'Type your Email Address:', 'Type a subject here:', 'Type a personal message here:', and 'Friends' Email Addresses:' (with four 'To:' labels). A 'Send' button is at the bottom. A link 'Click here to see Official Rules' is on the left, and 'powered by gazoo ba' is on the right.

ROI Measurement

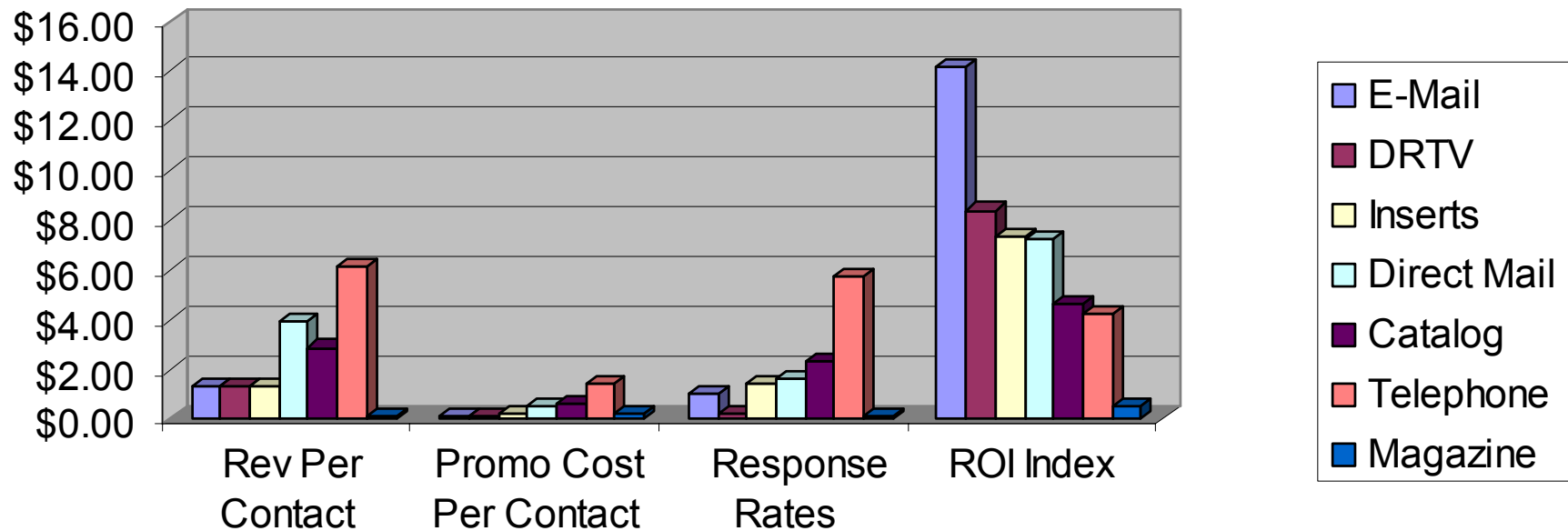
44% of marketers don't currently measure the ROI of their promotions...but 70% plan to put on a higher priority

(DMA 2003 Promotions Trends Study)

- One of your first not one of your last steps
- What drives revenue and profit might be different than what drives traffic
- ROI is relative (to the operator, to the type of vehicle/campaign objective and varies over time)

DMA 2003 Response Rate Study

Relative ROI by Vehicle



Metrics that Matter

- Inquiry rates...to conversion rates
- Media effectiveness (reach, frequency, duration)
- Offer response (Opens to click throughs)
- Creative effectiveness (recall, messaging tests)
- Cost per acquisition
- Total marketing cost per trip and per client



is here to help!

- **LeapUp areas of expertise:**
 - **Competitor and Customer Market Research**
 - **Messaging Strategies**
 - **Site Evaluations, Search Optimization**
 - **Email Marketing & Online Promotions**
- **On-call advice... to project management**
- **Just an email away: annie@leapup.com**
- **Call anytime! 415-563-6250**

